Social Media

THE CHANGING FACE OF CRISIS COMMUNICATION

Objectives

- Explain various types of social media
- Explore the benefits of using social media during emergencies
- Examine social media best practices
- Discuss federal/state agency use of social media

Introduction to Social Media

The Stats

- The use of the Internet by Americans is increasing.
  - 78 percent of Americans are Internet users.
  - 65 percent of adult Internet users use social media.
  - While the youngest generations are still significantly more likely to use social network sites, the fastest growth has come from Internet users 74 and older: social network site usage for this oldest group has quadrupled since 2008, from 4 percent to 16 percent.

What is Social Media?

- Social media is defined as media disseminated through social interaction using Internet- and mobile-based tools.
- Social media can be organized into six types:
  - Collaborative projects (Wikipedia)
  - Blogs and microblogs (Twitter)
  - Content communities (YouTube)
  - Social networking sites (Facebook)
  - Virtual communities (The Sims)
  - Virtual game worlds (World of Warcraft)

The Big Three

- Facebook
- Twitter
- YouTube

Facebook

- Facebook is a social networking service and website that was launched in February 2004.
- As of July 2010, Facebook has 500 million active users.
- Users must register to create a personal profile, add other users as friends, and exchange messages.
- Users may share contact information, interests, and other information in various formats including blog postings, photos, videos, documents, links , and more.
- Posts are listed in real time.

Facebook Facts

- 50 percent of users check their Facebook pages every day.
- Users spend more than 700 billion minutes per month on the site.
- Average user has 130 friends.

Twitter

- Twitter is a social networking website and microblogging service launched in March 2006.
- As of September 2010, Twitter has 175 million registered users.
- Users of the site are allowed to post and read short messages called *tweets*.
- Tweets are text-based posts (updates) of up to 140 characters displayed on the user's profile page.
- Tweets are listed in real time.

Twitter Facts

- Approximately 95 million tweets are sent per day.
- Internet users ages 18-29 are *significantly* more likely to use than older adults.
- Minority users more than twice as likely to use as are white Internet users.
- Urban residents are *roughly* twice as likely to use as rural dwellers.
- Women and college-educated are also *slightly* more likely than average to use Twitter.

YouTube

- YouTube is a video-sharing website launched in February 2005.
- As of May 2011, YouTube receives more than 3 billion views per day.
- Users of the site can upload, share, view, and comment on videos.

YouTube Facts

- Number 2 search engine (after Google).
- 48 hours of video uploaded every minute.

Additional Social Media Tools

- RSS Feeds
  - RSS Feeds (Really Simple Syndication) are subscriptions to website or blog content that allow subscribers to see updated information as its published online.
- Wikipedia
  - Wikipedia is a free, Web-based, multi-lingual encyclopedia that is written collaboratively with volunteers from around the world.
- Flickr
  - Flickr is a photo and video hosting website.

New Social Media Tools

- Google+ or GooglePlus
  - 18 million users
  - Google+ is similar to Facebook in that it allows you to interact with friends with a streamline of information in chronological order.
  - The site has features of Google Profiles, Google Buzz and services such as Circles, Hangouts, Sparks ,and Huddles.
- Foursquare
  - 10 million users
  - Foursquare is a location-based social network site that lets people "check in" to places, businesses, etc., via mobile device, text message ,or a device specific application.
  - The idea behind the site is for people to interact with their environment.

Using Social Media in an Emergency

Benefits of Social Media

- Specifically target a certain audience/segment of the population.
- Build relationships with your public/audience before an emergency happens.
- Create immediate redundancy.
- Provide information in various formats.

Reasons Government Should Use Social Media

- Keeps public informed in real-time.
- Engages people in the emergency response – aid in rapid recovery and resilience.
- Puts emergency–management community in a better position to respond to emergencies.
- Creates transparency.

Best Practices

1. Virginia Tech
2. 2009 H1N1
3. Tuscaloosa and Joplin Tornadoes
4. Haiti
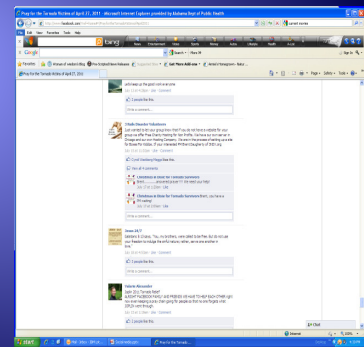
How to Effectively Use Social Media

Getting Started

- Research
  - Monitor various social media sites.
  - Recognize limitations in reaching at-risk, vulnerable populations.
- Plan
  - Determine how much time and effort you have to maintaining a site, and set clear goals of what you would like to achieve with social media.
- Contact
  - Decide who your contacts will be for social media and be consistent with the information you provide if maintaining multiple sites. Always provide a phone number, website address, and e-mail address.
- Disclaimer
  - Make sure to provide a disclaimer that protects you and your agency.

ADPH Facebook Disclaimer

- **Disclaimer**: The ADPH fan page was created to share health information, news, and events with the public. Posted comments and images do not necessarily represent the views of ADPH, its officers or employees or of the State of Alabama. We encourage feedback and information sharing, but ask that you stay on topic and be respectful. You may not sell, promote, or advertise any products or services on the ADPH Facebook page nor represent any of such as being endorsed in any way by ADPH or the State of Alabama. We reserve the right to delete comments we deem inappropriate, profane, defamatory or harassing in nature and to block repeat offenders without notification.

Avoiding social media pitfalls

- Keep it Legal
  - Obey doctor –patient confidentiality.
  - Avoid defamation .
  - Reference others/Avoid plagiarism.
- Remain Professional
  - Avoid responding directly to criticism with a person online.
  - Think before you type.
- Communicate Effectively
  - Share information that people want to hear and are interested in.
  - Reply promptly.
  - Avoid jargon/abbreviations/acronyms and use language most people can understand.

ADPH Social Media Use

- Facebook
- Twitter
- RSS Feeds
- Flickr
- YouTube
- Wikipedia

ADPH Facebook

- Established in 2009.
- Updated 3 to 8 times per weekday to promote departmental campaigns and activities; communicate warnings and alerts; share informative videos; and connect with Alabamians.
- Benefits include:
  - Developing the departmental brand.
  - Educating and informing residents of programs and services.
  - Providing citizens with information in real time.
  - Allowing citizens an opportunity to voice their concerns and questions as the emergency/activity is occurring.
  - Building a two-way relationship with citizens and creating more of a connection between the department and the citizen.

ADPH YouTube

- Established in 2010.
- Provides an on-demand review of departmental commercials and educational videos for viewers and creates a venue for them to provide feedback about the videos.
- Benefits include:
  - Allowing the department and others to embed videos on websites to further promote messages.
  - Generating feedback that be can used in the development of future advertising.
  - Allowing viewers an opportunity to receive information that they may have missed in the first viewing.

ADPH Twitter

- Established in 2011.
- Joint venture through the state. Essentially the department provides information to the statewide Twitter account MediaAlabamaGov.
- Benefits include:
  - Providing citizens with information in real time.
  - Developing the departmental brand.
  - Educating and informing residents of programs and services.
  - Allowing citizens an opportunity to voice their concerns and questions as the emergency/activity is occurring.
  - Building a two-way relationship with citizens and creating more of a connection between the department and the citizen.

State Agencies Using Social Media

- ADECA
  - Facebook, Twitter
- ADO
  - Facebook, Twitter
- ADPH
  - Facebook, Twitter, YouTube
- CONSERVATION
  - Facebook, Twitter, YouTube
- EDUCATION
  - Facebook, Twitter, YouTube
- EMA
  - Facebook, Twitter, YouTube
- FORESTRY
  - Facebook, Twitter, YouTube
- MEDICAID
  - Facebook
- TOURISM
  - Facebook, Twitter

Federal Agencies and Social Media

As of April 2011, 23 out of 24 federal agencies use social media including Facebook, Twitter, and YouTube.

- Department of Health and Human Services
- Department of Justice
- Department of Commerce
- Department of Labor
- Department of Transportation
- Environmental Protection Agency
- Social Security Administration

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